

The EMERSON

FOUR

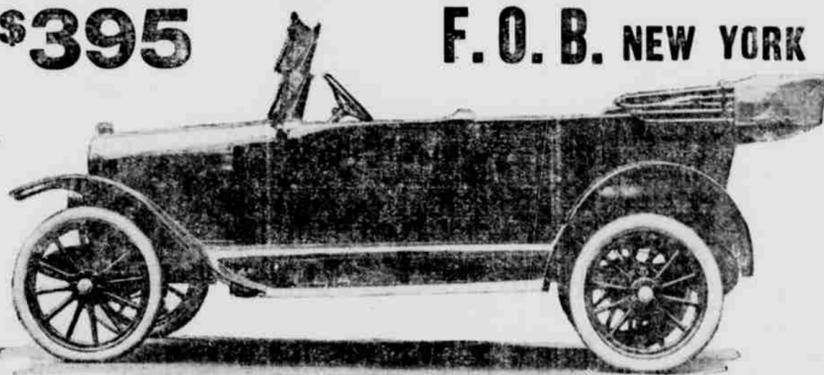
\$395

F. O. B. NEW YORK

\$395.

SPECIFICATIONS

MOTOR—3 1/2 x 4, cast en-bloc.
 RADIATOR—Thermo syphon cooling.
 TRANSMISSION—Selective type, three speeds forward and one reverse in unit with motor.
 CLUTCH—Multiple disc.
 CONTROL—Centre lever operated by right hand, on transmission direct.
 IGNITION—Distributor in connection with battery.
 CARBURETER—Float feed.
 GASOLINE—10 gallons capacity.
 FENDERS—Crown.
 LAMPS—Two head and one tail.
 HORN—Electric.
 TOOLS—Tool kit, jack, tire repair kit and pump.



SPECIFICATIONS

STEERING GEAR—Sixteen inch wheel. (Right hand, for foreign trade only.)
 REAR AXLE—Floating type.
 BRAKES—Two sets on rear hubs.
 FRONT AXLE—Drop forged, I beam.
 WHEELS—Artillery type.
 TIRES—30x3 front, smooth tread, 31x3 1/2 rear.
 FRAME—Pressed steel.
 SPRINGS—Semi-elliptic front and rear long and easy riding.
 WHEEL BASE—110 inches.
 BODY—Stream line five passenger, neatly upholstered.
 FINISH—Black and nickel, no option as to color.
 WINDSHIELD—Slanting, clear vision.
 TOP—One man.

This Car Is Now on Display at Showroom, 1748 Broadway, Cor. 56th St., New York City

110-INCH WHEEL BASE

AUTOMOBILE PROFIT SHARING. READ EVERY WORD OF THIS ANNOUNCEMENT WHETHER YOU HAVE \$20 OR \$20,000

A Frank, Plain Statement of This Company's Prospects. READ IT!

THE EMERSON MOTORS COMPANY is incorporated with a capital stock of one million shares, each of a par value of \$10.00. Three hundred thousand (300,000) shares of this stock is 7% preferred, but at the present time all the Preferred Stock is in the Treasury. The Treasury also holds at present \$1,000,000 par value of the Common Stock. The company HAS NO DEBTS, has a substantial cash treasury and IS ACTIVELY ENGAGED IN MANUFACTURING ITS FIRST CARS AT NOS. 67 TO 79 SIXTH STREET, LONG ISLAND CITY, N. Y.

DEMONSTRATING CARS ON DISPLAY IN NEW YORK CITY AT SHOWROOM, 1748 BROADWAY, CORNER 56TH ST.

The Officers and Directors include:—
 Willis Geo. Emerson, Chairman Board of Directors.

T. A. Campbell, President (formerly Treasurer and General Manager of the Imperial Automobile Company).

R. C. Hupp, Vice-President (formerly Vice-President and General Manager of the Hupp Motor Co. and automobile engineer of international repute).

George N. Campbell, Secretary and Treasurer (formerly Secretary and Factory Manager Imperial Automobile Co.).

M. L. Shanks, Assistant Treasurer (formerly Secretary of the Monarch Motor Car Company, of Detroit, Mich.).

J. L. Sullivan, Assistant Secretary.

George B. Gifford, Director (General Manager Bayonne Works, Standard Oil Co., 20 Broadway, New York, N. Y.).

Jesse R. Leonard, Director (Director Columbia National Bank, Pittsburg, Pa.).

Charles A. Towne (Ex-United States Senator from Minnesota, now of the firm of Towne & Spellman, Attorneys, 115 Broadway, New York, N. Y.).

Amos H. Stephens, General Counsel (30 East 42d street, New York City).

In addition to these the Advisory Board contains the names of many men prominent throughout the United States in the banking and business world.

THE BOOKS OF THIS COMPANY ARE AUDITED ONCE EVERY MONTH BY THE AMERICAN AUDIT CO.

This new five-passenger touring car, to sell at the low price of \$395, is the result of Mr. R. C. Hupp's many years' experience.

As a result of his long experience in the automobile world, and with the course of the evolution of the automobile industry for the past fifteen years, during which period his fame has become international, he says, after carefully checking everything over, that this new creation is without question the most perfect in design, durability and line of any low-priced automobile ever made.

It is well known that Mr. R. C. Hupp's approval and opinion of this new car are eminently worth while. He started with the Oldsmobile

in 1902. At that time the car was sold at \$650, when other automobiles were selling at \$2,000 and up. Mr. Hupp was graduated from the Oldsmobile Works to the Ford Company in 1905. Through Mr. Hupp's knowledge and experience while making the lowest priced automobile in the world, with the Oldsmobile Works, he became one of the factors with Henry Ford in the production of the first \$500 Ford runabouts. In 1908 Mr. Hupp and associates organized the Hupp Motor Car Company, producing a car at \$750 which at that time was lower in price than the car which the Ford Company was turning out, as the Ford Company had advanced the price of its cars to \$975. Under Mr. Hupp's management the Hupp Company sales jumped from 590 cars the first year to 5000 cars the second year, and an original investment of less than \$10,000 grew to a cool million dollars by 1912, when Mr. Hupp disposed of his interest and retired from the company, owing to the fact that he did not agree with the policy of his associates in bringing out a higher priced car.

This same year Mr. Hupp organized the R. C. H. Corporation, manufacturing and selling a touring car that was lower in price than any other car made except the Ford, and the very first year produced 8000 cars, and had contracts with dealers for 19,000 additional cars, making a total sale of 27,000 for the first year.

Mr. Hupp has also had some experience in manufacturing higher priced cars, but his hobby has always been, and it has been his aim and ambition, to make and sell the lowest priced car in

the world. For fifteen years he has concentrated upon this one dominant idea, and at last has perfected a car so cheap to buy and so economical to operate that it can be owned and used by practically every family head in this country.

This new design, approved by Mr. Hupp, is the result of fifteen years' effort to make a low priced car and a car that can be operated at a low cost and that will stand up and give a greater service for the money than any other automobile made. The car itself is as well built, good to look at and easy to ride in as its higher priced competitors. It is a pure stream-line body, with all the improvements, and will not only appeal to the public at large, but will prove a consistent, satisfactory method of transportation suitable for the man or woman in any walk of life. While the car will particularly appeal to those of limited means because of its low price, yet its graceful lines, ample power and economical expense of operation will create for the car a demand among every class.

An itemized estimate of the cost of manufacturing and marketing these cars, based upon a production of 30,000 cars per annum, beginning in 1917, indicates a net profit of \$59 per car, after making a liberal allowance for the cost of manufacturing, advertising, selling, overhead expenses, &c. After allowing the 7% dividend on the entire issue of Preferred Stock, it indicates a net profit of \$1,860,000, or sufficient to pay dividends of 20% per annum on the Common Stock, besides setting aside \$460,000 to surplus.

These figures are based on an estimate carefully compiled by men who know the automobile business and successful pioneers in the industry.

This new car should average 20 to 27 miles or more to a gallon of gasoline, and at the present high price of gasoline this in itself is a decided argument in favor of the use of this car.

The profits in the automobile industry are too well known to require comment. The day of experiment has passed. To-day the industry, the third largest in the United States, is on a substantial and highly profitable basis. The greatest profit is being made in the manufacture of low-priced cars. The demand for the car that we propose to build is apparent to everyone. The cost of manufacture has been carefully worked out, and after proper allowance has been made for the increased price of raw material and for any exigencies that may arise, there yet remains a net profit of \$69 per car, based upon an annual production of only 30,000 cars. That this profit can be and should be increased by the increased production is self-evident. The sale of the Preferred Stock at par will insure a sufficient capital to enable this company to go on a profit-earning basis seems an assured fact. That the Common Stock will soon become more valuable than the Preferred seems inevitable.

The Company proposes to adopt the most modern business methods, paying cash as it goes, and pursuing a conservative, business-like administration. The most progressive methods of manufacturing and selling will be adopted.

WE WANT YOU TO BECOME A PART OWNER OF THIS COMPANY. IF YOU ARE CONVINCED, READ ON

We already have nearly 5,000 Stockholders, and our Company was organized less than three months ago.

We believe that every stockholder will be an active booster for THE EMERSON "Four"—the People's Car—just as we believe that every EMERSON Car in every community will create an active demand for many additional cars of this type.—SPECIAL: All Books and Accounts Audited Monthly by American Audit Co., 100 Broadway, New York City.

OUR ESTIMATE OF PROFITS

The probable profits to THE EMERSON MOTORS CO., Inc., for 1917, based on the production of 30,000 cars per annum, after taking into consideration the fluctuating cost of standardized material and after making a liberal allowance for manufacturing, advertising, overhead expenses, marketing, etc., amount to \$69.00 per car. After paying all expenses of every kind, including a 7% dividend fixed charge on the entire issue of Preferred Stock, the estimate of earnings still shows a net profit of \$1,860,000, or sufficient to pay a dividend of 20% per annum on all of the Common Stock, besides setting aside a surplus of over \$460,000.

These figures are based on estimates most carefully and painstakingly compiled and prepared by men who know the automobile business and successful pioneers and manufacturers in this great industry. Large as these estimated profits may seem, yet they are comparatively small when measured with other successful Automobile Companies now actively producing.

The shares of stock of these other companies are now selling at startling figures away above par, while to-day you can purchase shares of 7% Preferred Stock in "THE EMERSON"—NOW AT THE VERY BEGINNING, at the par value of \$10.00 per share and receive a handsome bonus of Common Stock FREE.

BONUS OF COMMON STOCK REPRESENTED BY AN ORDER FOR FUTURE DELIVERY

For prudential reasons of vital interest to every subscriber and owner of the stock of THE EMERSON MOTORS COMPANY, Inc., we are giving a certificate representing the Common Stock Bonus you are to receive with the Shares of Preferred Stock you may purchase, which certificate will be known as an "Order for Future Delivery of Common Stock" and is guaranteed by the Company.

OUR FREE BOOK

We have published an illustrated booklet telling all about THE EMERSON "Four," giving a complete list of our Officers and Directors, explaining in detail the plan and policy of the Company, also a list of over 50 representative bankers, business men and professional men who have become members of the Advisory Board.

This booklet will prove very interesting to every person in the automobile industry, and to every one seeking an opportunity to share in the enormous profits earned by the automobile business. The edition of this booklet is limited. A copy will be mailed to you, postage paid and without charge, if you will fill out the coupon below, and MAIL.

THE EMERSON MOTORS COMPANY, Inc.

47 West 34th Street, New York City.

Please send to me, without charge, postage prepaid, a copy of your Illustrated Booklet, telling about THE EMERSON "Four" and about your Company.

Name

Street

City

State

N. Y. EVENING TELEGRAM, 8-3-16.

The reason for issuing non-negotiable and non-transferable "Orders for Future Delivery of Common Stock" must be apparent to all who are sincerely interested in the welfare of the Company—rather than in any stock-jobbing manipulations as advocated and frequently practiced in Wall Street. It is merely a retention under the Company's control, for the good of every stockholder, of the voting power of the Common Stock in a single unit, keeping it intact until JUNE 1st, 1919, at which time these Orders for Future Delivery of Common Stock will be called in and the actual Common Stock—our value \$10.00—will be delivered. In the meantime you are not deprived of a single right or prerogative in the way of dividends. You will receive them all when paid and as paid.

We anticipate that, by JUNE 1st, 1919, the Common Stock will have an intrinsic value far beyond its par value, and owners will then realize that this gift stock (these bonus shares of Common Stock, given free with the Preferred Stock) is one of their most valuable assets in their strong boxes and will be loath to part with it because of the large annual income from the dividends which it may yield.

We are now offering for sale 100,000 Shares of our 7% Cumulative Preferred Stock at Par—\$10.00 per Share. We are giving you with this a 50% bonus of the Common Stock represented by an "Order for Future Delivery" as explained above.

ORDERS WILL BE RECEIVED FOR ANY NUMBER OF SHARES FROM 2 TO 5,000. HERE IS WHAT YOU GET FOR YOUR MONEY:

For \$20.00 you receive Two (2) Shares of our 7% Preferred Stock, also an order for One (1) Share of the Common Stock—par value \$10.00.

For \$40.00 you receive Four (4) Shares of our 7% Preferred Stock, also an order for Two (2) Shares of the Common Stock—par value \$10.00.

For \$60.00 you receive Six (6) Shares of our 7% Preferred Stock, also an order for Three (3) Shares of the Common Stock—par value \$10.00.

For \$80.00 you receive Ten (10) Shares of our 7% Preferred Stock, also an order for Five (5) Shares of the Common Stock—par value \$10.00.

For \$100.00 you receive Twenty (20) Shares of our 7% Preferred Stock, also an order for Ten (10) Shares of the Common Stock—par value \$10.00.

For \$200.00 you receive Fifty (50) Shares of our 7% Preferred Stock, also an order for Twenty-five (25) Shares of the Common Stock—par value \$10.00.

For \$400.00 you receive One Hundred (100) Shares of our 7% Preferred Stock, also an order for Fifty (50) Shares of the Common Stock—par value \$10.00.

For \$800.00 you receive Two Hundred and Fifty (250) Shares of our 7% Preferred Stock, also an order for One Hundred and Twenty-five (125) Shares of the Common Stock—par value \$10.00.

For \$2,000.00 you receive Five Hundred (500) Shares of our 7% Preferred Stock, also an order for Five Hundred and Fifty (550) Shares of the Common Stock—par value \$10.00.

OTHER AMOUNTS IN PROPORTION. Both the Preferred Stock and the Common Stock is fully paid and non-assessable. Simply fill out the coupon below and mail it with your remittance. We anticipate a heavy over-subscription, and for this reason would engage you promptly. If your remittance is received too late it will be returned by first mail.

THIS ANSWERS TWO VITAL QUESTIONS.

Question No. 1—Can you make an automobile to sell for \$395 and show the profits per car as estimated?

Answer—I was Vice-President and General Manager of the Hupp Motor Car Co., builders of the Hupmobile; president of the R. C. H. Co. (R. C. Hupp), builders of the R. C. H. car, and was a factor in the success of the Oldsmobile Co. and Ford Co. I SAY I CAN. (Signed) R. C. HUPP.

Question No. 2—If Mr. Hupp can do as he says, can you sell 30,000 cars the first year, as your announcement says? Answer—We have agents' applications for 50,000 cars now on hand. (Signed) T. A. CAMPBELL.

OUR GUARANTEE TO STOCK PURCHASERS.

So far as it is possible to determine, the figures, estimates and statements of earnings contained in this announcement are complete and accurate in every detail. They have been obtained from reliable sources and verified by every means that is open to us. It is our sincere belief that they are not only correct but conservative. Nevertheless, it is still possible, as every sensible person knows, that among a mass of figures and data like those quoted on this page, slight errors or inaccuracies may occur. If any such inaccuracies exist herein they are unknown to us, and the management of The Emerson Motors Company, Inc., stands ready at all times to cancel any subscription that may be given as a result of an erroneous or misleading statement appearing in this announcement upon return of the certificate of stock within 30 days of its date, properly endorsed and witnessed with evidence of such inaccuracy.

THE EMERSON MOTORS COMPANY, INC.

Subscription Application for Shares of the Capital Stock of the Emerson Motors Company, Inc.

THE EMERSON MOTORS COMPANY, INC., 47 West 34th Street, New York City.

I hereby subscribe and order Shares of the Preferred 7% Cumulative Stock in THE EMERSON MOTORS COMPANY, Inc. par value Ten (\$10.00) Dollars per share full paid and non-assessable, with the understanding that you forward to me free as a bonus with said Preferred Shares One (1) Share of the Common Stock with every Two (2) Shares of Preferred Stock of said Company same par value and represented by an order for Future Delivery of Stock to be delivered June 1, 1919.

Herewith find \$..... (Either Check, Bank Draft, P. O. Money Order or Express Money Order) in full payment for shares ordered in this subscription at our \$10.00 per share for said Preferred Stock.

If this subscription is accepted in full payment as above specified mail certificate to

Name

Street

City and State

Occupation

Accepted

It is understood by the subscriber that this order is subject to rejection, but if rejected, draft will immediately be returned to the subscriber. Address all communications to THE EMERSON MOTORS COMPANY, Inc., 47 West 34th St., New York, N. Y. N. Y. EVENING TELEGRAM, 8-3-16.

Address THE EMERSON MOTORS CO., Inc., 47 West 34th St., N. Y. City